



GET URBAN

GET DOWNTOWN



The Downtown Renaissance, led by the Downtown Center Business Improvement District (DCBID) and the Central City Association of Los Angeles (CCA) has transformed Downtown Los Angeles (DTLA) into a vibrant urban center and economic engine for the region.



With its unique mix of SOARING SKYSCRAPERS, HISTORIC OFFICES and CREATIVE LOFTS, DTLA is the place to be. Learn why companies like NationBuilder, Nasty Gal, Colony Capital, Steelcase, rhubarb studios, Gensler and Splendid/Ella Moss chose to urbanize their business in DTLA, joining thousands of new residents, employees, students and visitors to GET URBAN.

GET URBAN

GET DOWNTOWN

GET COMMUNITY



Egg Slut at Grand Central Market

More Than 700 New Restaurants, Bars
and Retail Shops have Opened Since 2008

"Working in DTLA makes it all accessible – lunch at Grand Central Market, or a dance class at the Colburn School, then hop on the Metro and I'm home in 30 minutes." - **Bobbi Whitney, Marketing Coordinator, Omni Los Angeles Hotel at California Plaza**



Grand Park





"As a 13-year DTLA resident, I've been able to go car free, increase my productivity, and bond with friends and neighbors over rooftop dinner parties."

- Josh Gray-Emmer, DTLA Advisor
to NationBuilder, Owner of Bridge



Pershing Square



Proximity and Density Make for a Dynamic Urban Environment

A short walk from the office brings you to a meeting over coffee, lunch or an artisanal cocktail. Explore DTLA's 15 unique neighborhoods on foot or bike, Uber or the local DASH Bus.

GET CULTURE

DTLA is The Creative and Cultural Hub of Los Angeles

Home to internationally acclaimed institutions such as MOCA, The Broad and The Music Center, and a vibrant Arts District and gallery scene.



Peter Shelton Sculpture



Orpheum Theatre



Richard J. Riordan Central Library

"DTLA is the fashion center of the US." - Ilse Metcheck, CA Fashion Association



"Downtown has changed tremendously in the last few years. We want to be part of it...front and center early. We get it."
- Howard Marks, Managing Partner, Start Engine. L.A. Business Journal, January 2014



The Broad



Grand Park



Walt Disney Concert Hall

It's All Here

- 100+ Live Music Venues
- 60+ Art Galleries
- 15+ Farmers Markets, Grocers and Coffee Roasters
- #5 of Top 52 Places To Travel – New York Times, 2014
- 12-acre Grand Park: “Great Public Space” – American Planning Association
- ALMA & Grand Central Market: “Best New Restaurants of the Year” – Bon Appetit

GET TALENT



"Gensler's new headquarters in the heart of Downtown makes us attractive for new employees. When we relocated from Santa Monica, we didn't lose a single employee and were able to attract more of the best and brightest, quickly increasing our staff by 200."

- Robert Jernigan, Managing Principal
Southwest Region, Gensler

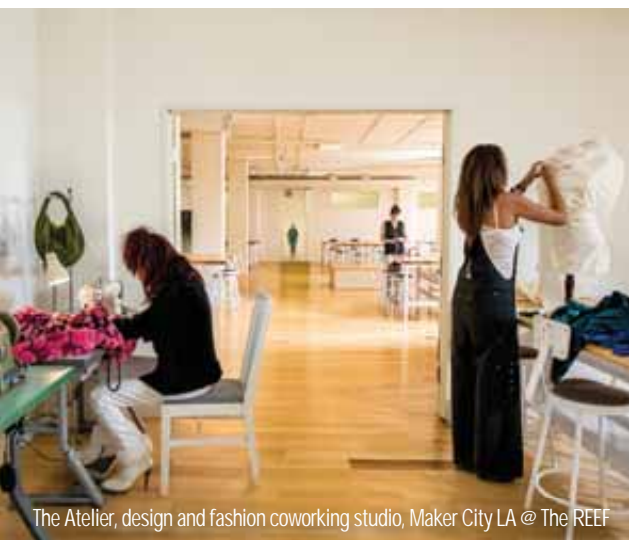


DTLA is the Job Center for Southern California...

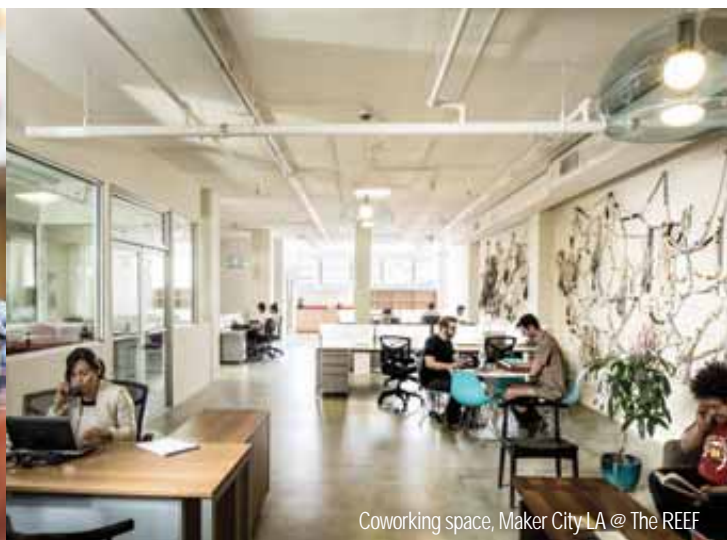
- 5th highest concentration of jobs in the United States
- Salaries that exceed city and county averages*
- 50% of all workers in LA County live within 10 miles of Downtown*

**OnTheMap, US Census Bureau, 2011*





The Atelier, design and fashion coworking studio, Maker City LA @ The REEF



Coworking space, Maker City LA @ The REEF

...Home to a Highly Educated Workforce

- 75% of DTLA's 54,000 residents are between the ages of 23-44*
- 320,000 workers with at least a Bachelor's Degree live within 10 miles of Downtown*
- Over 55,000 4-year degrees conferred by local universities in 2013**

*OnTheMap, US Census Bureau, 2011

**www.scholarships.com

GET SMART

DTLA is Home to Top Educational Institutions

- Southern California Institute of Architecture (SCI-Arc)
- University of Southern California (USC)
- Loyola Law School
- Fashion Institute of Design & Merchandising (FIDM)
- Zemeckis Center for Digital Arts
- General Assembly
- L.A. Trade-Technical College (LATTC)

GET VERTICAL



RTKL, Bank of America Tower

"Fueled by creative minds and entrepreneurial spirit, DTLA makers and hackers, entrepreneurs and intrapreneurs form a vibrant, tech community.

Welcome to Silicon Beach Downtown."

- Cauri Jaye, CEO, rhubarb studios
in OUE's iconic US Bank Tower

High Rises Build Community

DTLA high rises are amenity-rich, close to transit, and provide a community for businesses to connect with like-minded entrepreneurs.



- Open floor plans & high ceilings
- Spectacular views & natural light
- Flexible & custom build-outs
- 1,000-100,000 SF availabilities
- Abundant power & connectivity
- Green design & wellness elements
- Vibrant streetscapes, lobbies & plazas

The image shows a large, modern office atrium with multiple levels. The space is characterized by glass railings and metal stairs. People are seen walking on different levels, and there are various office spaces and displays visible in the background. The lighting is bright, and the overall atmosphere is professional and dynamic.

GET WIRED

DTLA is a tech ecosystem of small start-up spaces, creative incubators, lofts, historic buildings and Class A office towers - diverse, wired and adaptable.*

* "One Wilshire is one of the most advanced telecommunications office infrastructures in the nation and one of the world's top three telecommunications centers, with the other two hubs located in New York and London." - LA Times

GET DOWN HERE!



DTLA is an Easy Commute via Metro, Metrolink, and our Extensive Freeway System

- Over 850,000 people live and work within 10 miles of Downtown LA.*
- 1/3 of all Downtown LA workers commute 10 miles or less to work.*

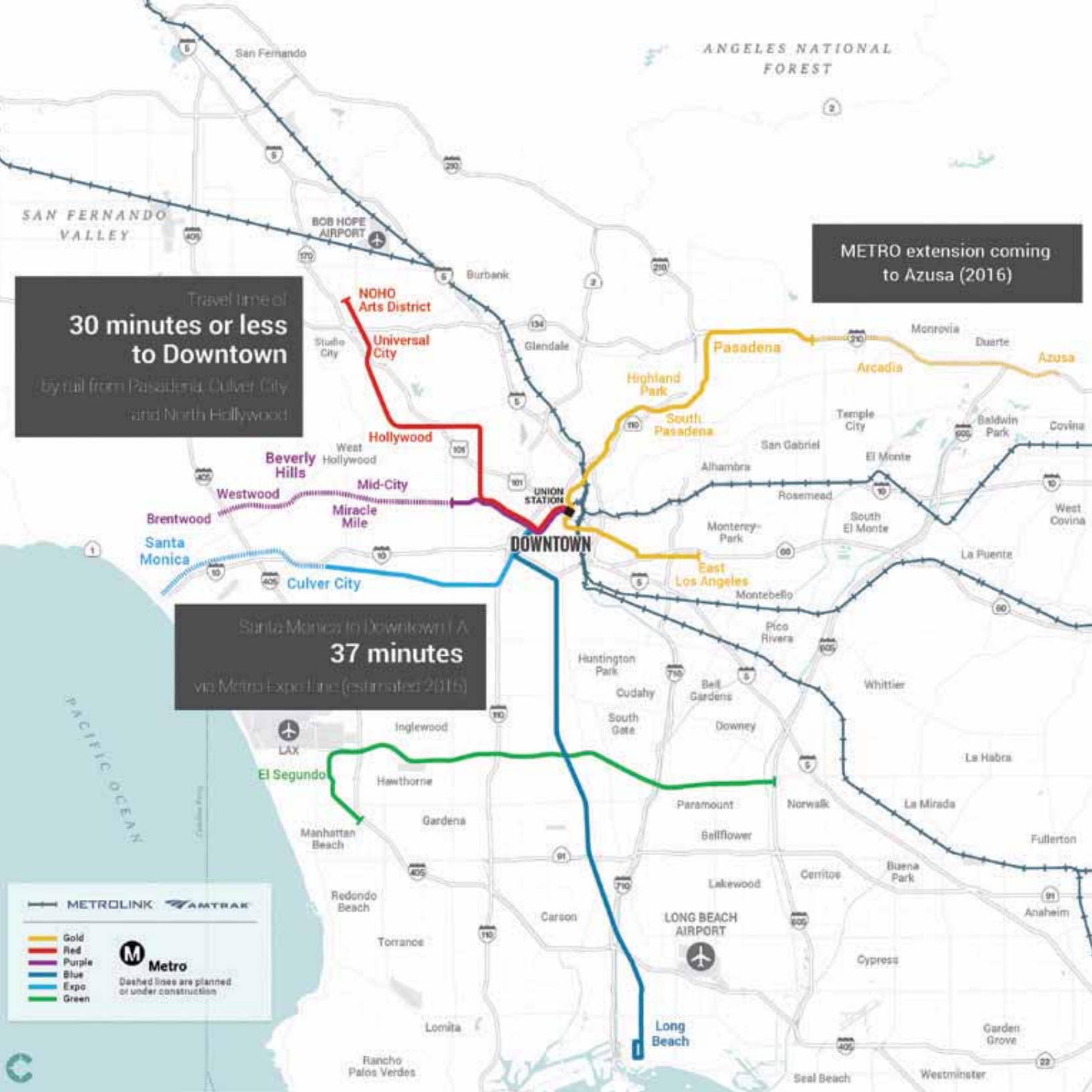
**OnTheMap, US Census Bureau, 2011*



GET AROUND

Downtown is LA's Most Walkable Neighborhood; Many Residents Enjoy a Car-Free Commute

- 22 miles of bike lanes
- 5 Metro Rail lines
- 6 Metrolink lines
- 40 bus routes
- 14 million annual riders pass through 7th Street/Metro Center
- 450,000 annual riders on LAX Flyway
- 147,000 weekly riders on 5 local DASH bus lines



Travel time of
30 minutes or less
to Downtown
by rail from Pasadena, Culver City
and North Hollywood

**METRO extension coming
to Azusa (2016)**

Santa Monica to Downtown (A)
37 minutes
via Metro Expo line (estimated 2016)



Gold

Red

Purple

Blue

Expo

Green

M

Metro

Dashed lines are planned
or under construction

GET WITH THE PROGRAM

Sign up for GET URBAN events to experience DTLA firsthand.

OFFICE SPACE TOURS / WORKPLACE SHOWCASES

Take our **Get Urban** Office Tours to explore DTLA's eclectic neighborhoods, creative work environments, arts, culture, retail and residential. Each tour includes a Workplace Showcase at one of DTLA's many innovative businesses.



DTLA ON THE ROAD

Can't join one of our tours Downtown? We're doing showcases around the Greater Los Angeles area – bringing the **Get Urban** tour to you! Contact us for details and schedule.



Art Walk

GET THE FACTS

The Downtown Center Business Improvement District is your inside connection to DTLA. We provide data and resources, contacts and support to help your business launch, relocate and grow. For access to leading professionals or tips on the best place for lunch – we are your one-stop shop for info and insight.

To learn how we can help, please contact us.

GET IN TOUCH

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Photo by John C. Williams